A Hurricane Awareness Campaign

 Basic idea: Raise awareness of the need for disaster planning.

Proper preparation can save your life.

 Communicate elements of newly revised statewide disaster plan.

The plan, theme, name, logo

 12 departments of state government, nonprofits and faith-based organizations assigned tasks

 Coordination with Federal Emergency Management Agency

National model

Audience

Message

Message delivery

Planning sessions

Idea session

Tactics

Specific assignments

Timeline

Follow-up

The plan

First planning session held in February 2006

Overview covered basic idea, thanked agency representatives for their participation.

Lunch is served

Theme

 Reach coastal residents with message on disaster planning for eight weeks prior to beginning of 2006 hurricane season.

Katrina far beyond a typical hurricane.

Name that thing! It needs an identity of its own.

 Considered several options in preplanning sessions.

 Involve state agencies (added benefit: increases number of helping hands, which reduces the individual load)

Specific messages within overall theme

Take ownership

Digestible parts

One topic per week

Family disaster plans

Emergency kits

Evacuation routes and transportation

 Housing and emergency shelter for humans and pets

Insurance

Mental health

Business-related issues

Kickoff

 Governor's news conference at Salvation Army tent in Biloxi

Governor's proclamation designated April
 6-June 2 as "Stay Alert. Stay Alive." Week.

Great media coverage helped spread the word

- Major topic
- Major players
- Good venue
- Advance notice to media

- Big banner
- Entertainment: Miss Mississippi sings
  "Pearlington's Prayer," a song she wrote
- Written press release
- Live radio broadcast
- Comments from participants
- Post-news conference interviews

Beyond day one

 Printed door-hangers with campaign logo placed on doors of every FEMA travel trailer and mobile home.

Disaster preparedness tips

Evacuation transportation surveys

Pre-recorded Public Service Announcements

- Newspaper ads
- Speakers bureau for local civic clubs
- Assigned spokespersons for media interviews, including editorial boards, talk radio and TV

Presentations at schools

Weekly themes

- April 10-16: Travel trailer safety
- April 17-23: General preparedness
- April 24-30: Volunteer agencies
- May 1-7: Flood insurance
- May 8-14: Business preparedness

 May 15-21: Mental health and special health care needs

 May 22-28: Evacuations, including routes, maps and mass transportation options

May 29-June 4: Overview week

Results

Great press coverage

Exposure for various state agencies

Save lives.

Recap

Plan. Plan. Plan.

Write it down

Get buy-in from all participants

Message points

Message delivery

Tactics

Keep a written record

Internal communication

Pray you never have to do this again.